



# 2012 Summer Free Fishing Weekend

June 9 & 10  
Official Recap

The weekend of June 9 and 10 – which happened to be the 2012 Summer Free Fishing Weekend – brought sunshine and warm temperatures, the perfect combination for great fishing!

Many events were held in conjunction with the annual Free Fishing Weekend with **46 events** officially registering with the Michigan Department of Natural Resources' Fisheries Division. Events were held in communities across the state.

These events included fishing derbies, introductions to fishing, summer recreation festivals and much more. More than **1,800 attendees** (consisting of participants and volunteers) participated in this summer's events, many of them adults and youth who were going fishing for the first time!

Numerous 2012 Summer Free Fishing Weekend events received **generous support** from local businesses and organizations in their communities which helped to make their activities possible. These businesses and organizations provided donations, refreshments, publicity, volunteers and other items.

Most events got creative when it came to **advertising and promoting** their 2012 Summer Free Fishing Weekend events. Specific examples included posting flyers in businesses and public spaces in local communities, distributing press releases to local media outlets (television, radio, newspaper), sending group notifications through email and regular U.S. mail, and posting event details to various websites and social media outlets.

For even more about the annual Free Fishing Weekends, visit [www.michigan.gov/freefishing](http://www.michigan.gov/freefishing).

